



Associate Editor

We're looking for a manager and writer who can lead build a team that will produce unique and influential technology content. This person will need to find writers and content sources that have a strong voice and draw in a diverse audience of people who care about technology. They will need to ensure that we expand our audience and traffic by producing excellent content and getting it read.

Job Requirements:

- Develop and execute a vision for how to capture and engage users across all the mediums and sources they use to get news.
- Use industry relationships to get valuable information about new products and services to readers before any other news source.
- Handle all day-to-day management of the editorial team, including staff writers, freelancers, and guest writers.
- Help our writers build visibility beyond our site, on blogs, twitter, facebook, search engines, news aggregators and whatever comes next.
- Ensure that BetaNews has a strong and consistent voice that connects with readers.
- Write articles that provide users with insights and provoke conversations about IT.

Experience Needed:

- Proven ability to build a following using social media, news aggregators and relationships with other publishers. (A large and active list of followers on Twitter would be one measure.)
- Extensive writing experience covering technology and the IT industry. Preferred areas are Web Services, Cloud Computing, Enterprise IT, and business news.
- Ability to shape content to an organizational content strategy.
- Experience managing staff and freelance writers would be a big plus, but is not required.

Additional Role Details:

- Align BetaNews content with a target audience of professionals with enterprise IT influence.
- Ensure a consistent stream of content on BetaNews.
- Make sure some new content is ready to go before users check in each morning.
- Get involved in industry events to build awareness of BetaNews among corporate communications and marketing people.
- Balance news, analysis, editorial and feature content.
- Make a lot of limited resources by finding ways to publish as much content as possible with very limited resources.
 - Find writers who are good at using social media and SEO knowledge to publicize their own work.
 - Get BetaNews involved in important and/or popular conversations in the blogosphere.
 - Establish and keep a consistent style for BetaNews content.
 - Cover what is new in IT and technology (cloud computing, social networking, security, mobile computing).

Applicants should submit a cover letter and resume, including links to editing or writing samples.

Address applications to jobs@betanews.com.

Posted June 2012